

NOROO



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Color & Scent

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NOROO



Smell is a sense of memory.
NOROO makes odorless, eco-friendly paint
so that customers can build beautiful memories
in a clean and safe space.

嗅觉是联结记忆的感官。
为了让客户能在最干净安全的空间内创造美好回忆，
NOROO正在努力研发无味、环保型涂料。

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A Scent that Controls the Mind

“For people could close their eyes to greatness, to horrors, to beauty, and their ears to melodies or deceiving words. But they couldn't escape scent. For scent was a brother of breath. Together with breath, it entered human beings who couldn't defend themselves against it, not if they wanted to live. And scent entered into their very core, went directly to their hearts, and decided for good and all between affection and contempt, disgust and lust, love and hate. He who ruled scent ruled the hearts of men.”
- Das Parfum by Patrick Süskind

支配心灵的香气

对于伟大、恐惧、美丽，人们会闭上眼睛，对于旋律和妄言也可捂上耳朵，但却无法避开气味。因为气味与呼吸息息相关。伴随着呼吸，气味会进入人体深处并直达心脏，而且决定爱心与侮辱、厌恶与渴望、喜欢与讨厌。任何支配气味的人都能支配心灵。
- 节选自帕特里克•聚斯金德《香水》



The Subtle but Fatal Magic of Smell

气味的魔法，隐秘而致命

By_Yi Myung-suk

Smells attract us. No one can continue their way after smelling roasted chicken on the way back home after work without stopping to figure out where it is coming from. Smells irritate us too. The odor that continuously leaks out even after cleaning the sink over and over again keeps us up at night. Smells make us remember. If the windy breeze makes you rediscover the scent of an old flame, we cannot help ourselves from suddenly traveling back in time. Smells are subtle. It never openly reveals itself. However, it is always controlling our mood.

The sense of smell is the most difficult sense to understand out of all five senses. The parts of our brain that control our senses are created in a layered coil like an onion in which the part that controls our sense of smell is located in the innermost area. It means that the sense of smell developed first out of all other senses during the course of evolution. Thus, it is the most instinctive and primitive sense. The sense of smell is very subjective and unclear compared to the sense of sight. However, this does not mean that the sense of smell is simple. Sense of taste is comprised of only a few combinations of senses. Whereas, odor molecules react to tens of thousands of different smells. Countless types of smells created throughout the world are covertly influencing our lives.

I am living with a cat who is almost 20 years old. She always tries to identify an object by smelling it first. Whenever I open up a box that had been delivered to me, my cat always approaches me while sniffing her nose. She even tends to sniff the rancid smell of her feces for seemingly forever. Maybe she is checking her health condition. She also smells her water and food very meticulously and if she thinks it is not fresh enough, she does not even go near it. I hope my eyes would speak out, “Can’t you just eat it?” My cat stares at me and answers back, “How can you ask me to eat something that smells like garbage, you fool who can’t even smell”.

Although I am a human who can’t really smell as well as her, I can at least distinguish between what smells good and what smells bad. If you smell barbeque, you react instinctively to want to eat more meat. On the other hand, you must quickly avoid the smells of mold, rotting food, cat feces, and toxic chemicals. Perhaps, the latter skill seems more important.

Before the cities were modernized, the world was filled with a lingering stench. Until the early 20th century, people had to pinch their nose when they walked on the streets as if they were walking

气味使我们受阻。下班路上，在闻到不知从何处飘来的炸鸡味儿后，我们很难不停下脚步。气味使我们厌烦。水槽洗了一遍又一遍后，却仍然散发出异味，这让我们难以入眠。气味使我们陷入回忆。在清风中闻到昔日恋人用过的香水味儿时，我们立刻就会开启时光旅行。气味很隐秘，从不轻易露出真面目，然而却又能随时拨动我们的心弦。

嗅觉是人类五感中最难理解的一个。我们大脑掌管多种感觉的部分就像洋葱一样层层重叠并盘错起来。其中掌管嗅觉的部分位于最里侧。这意味着进化过程中嗅觉是最先发育的，也可以说嗅觉是一种本能又原始的感觉。与视觉相比，嗅觉非常主观又很不明确，但即便如此，也不能说嗅觉很单纯。味觉不过由几种感觉组合而成，但嗅觉细胞却要有多达数十万种互不相同的气味做出反应。这个世界所创造的各种气味都在秘密地影响着我们的生活。

我和一只近二十岁的猫咪一起生活。对于任何东西，猫咪都会先闻味道进行确认。撕开新到的快递箱后，猫咪就会边抽动鼻子边靠近。即便是它自己排泄的臭粪便，它也会闻上好一会儿，或许这也是在确认它自己的健康状态吧。水或饲料也会仔细闻一闻气味，若感觉不太新鲜，则根本不会去碰。我用眼神告诉它：“你就凑合着吃点儿不行吗？”，猫咪每次都会直勾勾地盯着我顶嘴：“你让我吃这些散发着垃圾味儿的東西嗎？你这个嗅觉白痴”。

虽然人类是嗅觉白痴，但依然具有能够分辨好气味和不好气味的能力。如果闻到烤肉的味道，必须立刻做出反应才能多吃一些。相反，地下室的霉味儿、食物腐烂的气味、猫咪的粪便味儿、有毒化学物质的气味，都必须迅速避开。或许后一种能力看起来更为重要。

城市实现现代化以前，这个世界充满了各种臭味。据首尔钟路通所说，直到20世纪初期首尔还没有整修下水道，行人必须像穿过垃圾场似的捂着鼻子走路。我参加过

through a waste dump because the sewer system of Jongno in Seoul was not maintained properly. I once participated in a tour that explores the old sewer system of Seoul. I climbed down a ladder to the underground sewer of Euljiro 1-ga and came out of a hole next to city hall. I could block the filth flowing on the ground with a special outfit and boots that an astronaut would wear. However, the person who gave me the mask said, “We can’t really do anything about the smell, but you will get used to it.” It was a lie. I could never get used to that odor even for that short period of time. Urbanization was the process of removing such odors in the end. That is how the origin of diseases disappeared and we gained health and a better sense of safety.

Looking back, I was quite adept at smelling when I was young. My mother used to open up food containers and ask me to smell the side dish to see if it is rotten. My sisters also used to tell me that I had a ‘dog’s nose’. However, my ability to smell seems to diminish as I get older. But ever since I suffered from rhinitis and my nose became chronically stuffy, it became hard for me to react unless the smell is unbearable. It is actually somewhat convenient if you cannot really smell when you feel too lazy to clean since you don’t have to care much about the nasty smells forming in your home. However, I wanted to regain my keen sense of smell again. This is because there are so many worlds of amazing food opening up around us these days. The sense of smell plays a pivotal role in tasting food. If you plug your nose, you cannot even tell the difference between Coke and Sprite. One of my friends told me that he discovered a new world of taste after undergoing surgery for his rhinitis. I am now beginning to thoroughly rinse out my nose and remove any notable odors from my house to enable myself to welcome the wonderful smells.

It is also possible to train yourself to smell better. In the movie, French Kiss, the character portrayed by Meg Ryan comes to France to find her fiancée who she later discovers had changed his mind and found another woman. Throughout the ordeal, she meets Kevin Kline’s character who runs a wine orchard. Upon visiting it, she sees an aroma kit Kevin made himself when he was young. It contained extracts of herbs, fruits, oaks, and soil as a training tool to distinguish each different smell and ultimately analyze the scent of wines. Various fragrances are mixed to make scented candles or perfumes by applying the similar principle. The dull spaces in our daily lives can often be filled with scents and can become worn by our body like an invisible cloak.

In fact, scents are not the only thing that moves our heart. More than twenty years ago, I went to Nepal to go trekking and as soon as I stepped out of the airport in Kathmandu, I thought of my grandmother. It took me a while to realize why. It was because as soon as I walked out of that old airport building, the smell of cow dung suddenly came to me. I thought of my grandmother’s house in the countryside where I’ve never been back to for over ten years. She passed away while I was in Nepal for a few weeks. I visited her grave by myself later on. Now, whenever I smell cow dung, I imagine myself climbing Annapurna covered with snow with my grandmother. Everyone has their own ‘smell dictionary’. In my dictionary, the word, ‘cow dung’ is in bold letters.

探查首尔老下水道的旅游项目，先是爬梯子进入乙支路入口地下的下水道，再从市厅旁的出口上来。地面上流淌的污水可以被外星人装备似的特殊服装和靴子挡住，但分发口罩的相关人士说：“气味……就没办法了，不过大家很快就会适应的”。然而在那么短的时间里，我始终也没能适应。所谓城市化其实就是消除这些恶臭的过程。如此一来，传染病的滋生地消失了，我们也获得了健康与安全。

回顾往昔，我幼年时也曾很擅长闻气味。妈妈掀开小菜盒的盖子，每次感觉不放心时，都会让我闻一闻是否有馊味儿。姐姐们也因此叫我“狗鼻子”。然而随着年龄增长，我闻气味的能力好像也逐渐变弱了。特别是鼻炎堵住了我鼻腔的一半后，除非味道特别浓烈，否则我都很难有反应。其实对于懒人来说，鼻子的钝化也有方便的地方，因为可以容忍家中散发出一股股味道。但我想重新变得擅长闻味道，因为最近我们身边正在开启各种各样的美食世界。嗅觉在感受味道方面起到决定性作用。据说堵住鼻子以后，连可乐和雪碧的味道都将无法辨认。好友中也有做过鼻炎手术后发现味道新世界的人。我会认真清洗鼻子、消除家中的异味，努力做着迎接清新味道的准备。

闻气味的能力也可以训练。电影《情定巴黎》中，梅格·瑞恩为寻找变心的未婚夫来到巴黎，遇到了经营葡萄园的凯文·克莱恩，后来接触到了这个男人幼年时期亲手制作的香盒（aroma kit）。香盒中蕴含着各种香草、水果、橡树、泥土等基础味道的浓缩液，接受分辨各个气味的训练后就可以分析红酒中含有哪种香味。利用类似原理，也可混合多种香味后制成香烛或香水。既可以让沉闷的日常空间萦绕着香气，也可为某人的身体赋予看不见的香气。

其实并非只有香气可以感动我们。那是二十多年前的事了，那时我去尼泊尔徒步，刚走出加德满都机场，突然就想起了我的奶奶。在明白自己为何会如此这件事上，我花了一些时间。我刚来到简陋的机场大厅外，就闻到了一股牛粪味儿，然后就想起了已经十多年没去过的乡下奶奶家。结束两周的旅行回家后，才得知奶奶在那段时间去世了。事后我独自去了奶奶的墓地。现在我闻到牛粪味儿时，便会想象奶奶和我一起走在白雪皑皑的安纳布尔纳峰上的情景。所有人都拥有自己的“味道字典”，在我的字典里，“牛粪”无疑是非常浓重的一笔。



Scents that Recall Old Memories

Have you ever heard of the ‘Proust Phenomenon’? It is a sudden occurrence of a memory triggered by smell and the name originated from a scene of In Search of Lost Time written by Marcel Proust.

The protagonist of the novel, Marcel, drifts back into his childhood memories the moment he takes a bite of a madeleine dipped into a cup of black tea. This scene was later called ‘Proust’s Madeleine’ by French people as a metaphor to express their nostalgia for the past. Scientifically, the sense of smell is directly connected to the part of the brain that controls emotions and memories. What else is like black tea and madeleine for us?

回忆乘着香气

你知道“普鲁斯特效应”吗？普鲁斯特效应是指只要闻到曾经闻过的某种味道，就会突然开启当时的记忆，这一概念源自作家马塞尔·普鲁斯特的小说《追忆似水年华》中的一个场景。小说中，主人公马塞尔在咬下红茶玛德琳蛋糕的瞬间，陷入了幼年时期的回忆。这个场景被法国人称为“普鲁斯特的玛德琳蛋糕”，成为了刺激过去乡愁的代名词。科学研究也表明，嗅觉与掌管感情和记忆的大脑直接相连。对于我们而言，起到红茶和玛德琳蛋糕作用的又是什么呢？

ADDING MEMORIES TO SMELLS

Unlike other senses, the sense of smell has a unique way of delivering the information to the brain. Information recognized by all other senses is delivered to each appropriate part of the cerebrum through the thalamus. However, the sense of smell delivers the information directly to the brain without any processing in between. Since the sense of smell is directly connected to the part of the brain that controls emotions and memories, smells unconsciously affect our emotions and memories directly. Therefore, only smells can stimulate our emotions and memories. This phenomenon has been proven by numerous experiments. One of the experiments was conducted to the visitors of Jorvik Viking Centre in York, United Kingdom. Jorvik Viking Centre is a recreation of a life-sized Viking village where the visitors can listen and smell the past to experience the atmosphere of the village. A few years later, the visitors were asked to explain about what they saw at the centre. The first group smelled the unique scent of the place and the second group did not smell anything particularly unique. This result showed that the visitors who smelled the unique scent of the Viking centre better remembered their experience when they were there. In addition to the specific smells that are closely tied to specific memories, a study showed that good smells also improve one’s memory. According to the experiment result announced by a German doctor, Jan Born, in 2007, people’s memory improved if they smell a scent of a rose while deeply asleep. Among the two groups that memorized a set of cards before going to bed, the group that smelled a scent of a rose while asleep provided 97% correct answers whereas the group that did not smell the scent only provided

86% correct answers. Dr. Born explained that the scent of a rose activates the central part of the brain that controls memory, known as the hippocampus. Good smells not only leave us with good memories but also improve the power of one’s memory.

气味中承载记忆

与其他感觉不同，嗅觉向大脑传递信息的方式很独特。其他感觉都会经由丘脑这个中间环节传递至大脑的专门区域后进行识别，嗅觉则没有这个中间环节、直接传递至大脑。与其中负责感情和记忆的大脑部分直接相连，所以气味直接影响感情和记忆，无意间发挥作用。因此唯有气味才会刺激感情和记忆。这种现象已通过多项实验证实。其中一项就是以英国约克地区的约维克（Jorvik）维京中心参观者为对象开展的研究。约维克维京中心是为使参观者能够体验过去的声音和气味等村庄氛围，再现实物大小的维京定居点的地方。实验在几年后询问参观者当时看到的内容，让一部分人闻到约维克维京中心的独特气味，让另一部分人闻到很普通的气味，结果就是闻到过约维克维京中心独特气味的参观者会表现出更高的记忆力。也有研究结果表明，除与特定气味有关的记忆力外，好的气味也会提高记忆力。2007年，德国的Jan Born博士发表的实验结果表明，进入深度睡眠状态时，若闻着玫瑰香味，则记忆力会提高。入睡前背诵卡片的人中，在睡觉期间闻着玫瑰香味的一组，第二天背诵卡片时的正确率为97%，而没有闻着玫瑰花香味的组，正确率则为86%。博士解释说，玫瑰香味会激活大脑记忆中枢——海马体。好的气味不仅可以留下美好的记忆，也会强化记忆的力量。



THE SCENT OF A BOUQUET OF VARIOUS FLOWERS

The principle of smell is as follows. Smells exist in the air as countless molecules and they meet with the cilia inside the nose. There are olfactory neurons covered by nasal mucus on the ceiling of the inner nose and 8 to 20 cilia that are like thin threads group together, forming tens of thousands of groups. A chemical change occurs once the molecules touch the cilia and the change delivers the signal to the nerves. A French scientist, Pierre Laszlo, explained that “A scent is like a bouquet made of tens and hundreds of various types of flowers called odor molecules”. For instance, the smell of truffle contains about 40 types of components including androstenone that causes the smell of the armpits, which explains why mushrooms smell a little sweet, like cocoa or chocolate, maybe like garlic and cheese, and also a little bit of herb.” It helps to better understand the fancy description of wines after learning about how the sense of smell and odor molecules work together. Indeed, there are many odor molecules in wine that smell like a flower but cannot be actually found in the scent of a flower. It will require years of training and experience to distinguish the difference through the sense of smell.

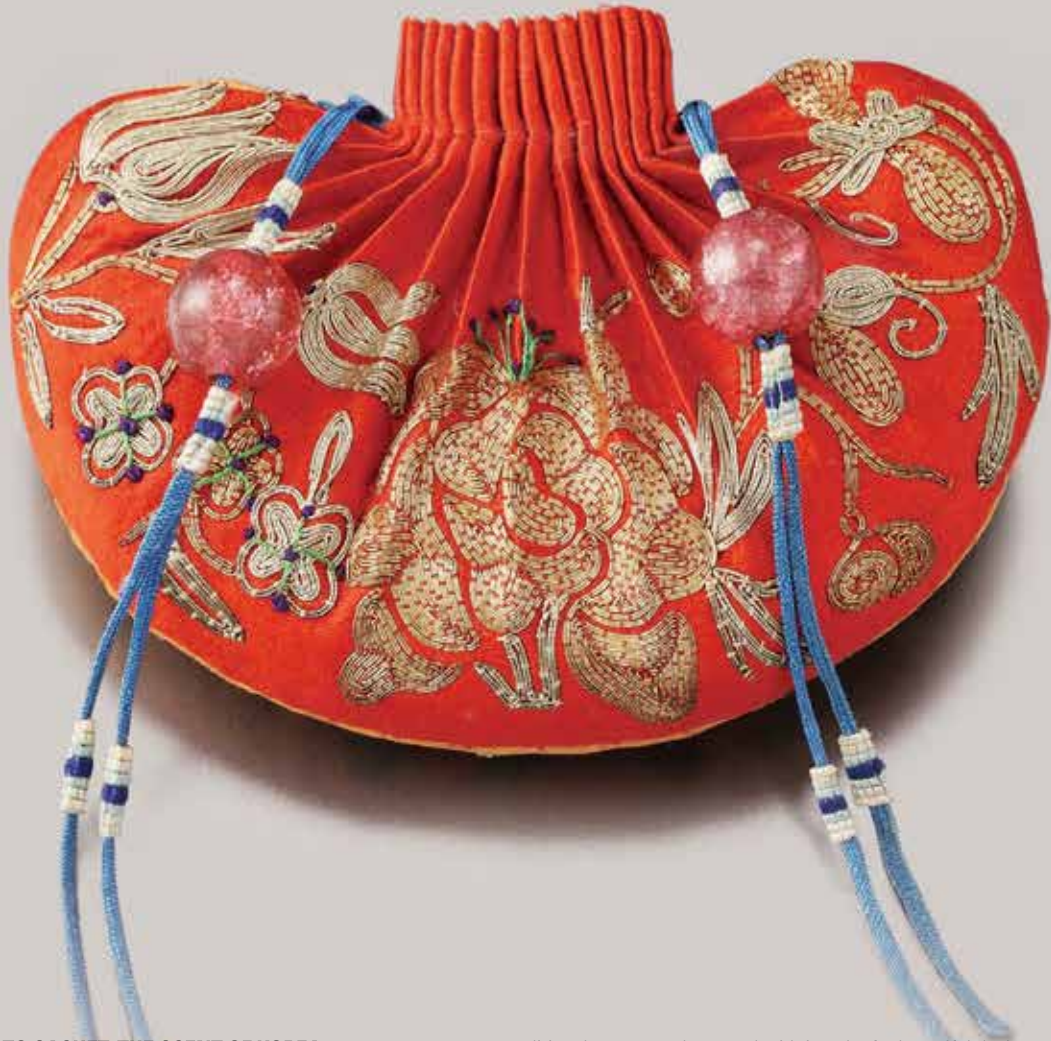
If it is possible to analyze smells with the power of science, it is also possible to create a smell. The components of smell can be discovered by collecting the smell using a thin injection needle, known as ‘headspace’, and analyzing it by gas chromatography. Then, the smell can be 99% reproduced using artificial perfumes.

各种花组成的花束香

闻气味的原理是这样的，气味以无数分子的形式存在于空气中，然后遇到人类鼻腔内的纤毛。鼻腔上壁分布着笼罩在鼻涕中的嗅觉细胞，其中每8~20根如细线般的纤毛汇聚成团，共有多达几亿根聚集。气味分子接触纤毛后发生化学反应，并以信号的形式传递至神经。法国科学家Pierre Laszlo解释说，“香气就好比由名为气味分子的数十朵乃至数百朵各式各样的花组成的花束”。例如松露菌的香味中含有至少40多种成分，其中包括引发人类腋臭的雄烯烯酮。所以才会需要这样的解释，“树菇的气味中萦绕着些许甜蜜之感，有种既像可可又像巧克力的香气，但同时好像也有大蒜和奶酪的味道，此外似乎还略带一点香草香。”

理解复合气味分子和嗅觉的作用后，大概就能理解葡萄酒销售柜台前的冗长说明了。实际上，散发着花香的葡萄酒中也包括很多可以在花香中找到的气味分子。为分辨这些气味，嗅觉将需要大量体验和训练。

用科学的力量分析气味后会发现，我们也可以反过来组合气味。利用一种名为顶空的细小注射器针包络香味，再利用气相色谱进行分析，即可获悉构成香气的成分，然后就能利用人工香料生产出99%接近真实气味的香味。



FROM INCENSE BURNER TO SACHET, THE SCENT OF KOREA

The word, ‘scent’, initially makes us think of perfume in a bottle. That is why we probably first think of the scents that existed throughout Western history including the scent of glamorous dresses, a violet which Marie Antoinette liked, perfume oil that Cleopatra used, or the rose scent of King Nero. However, perfumes were also widely used in Korea for centuries in the form of rituals and in daily life. That is why there is the word, ‘hoonmok’ which means to apply perfume on clothes and clean one’s body by washing hair. General Kim Yu-shin during the Silla Dynasty lit incense and exposed his body to the smoke before perfecting his martial arts skills, and a girl carrying an incense burner on her head appears in the Ssangyoungchong ancient tomb mural of Goguryeo. The records of Goryeo Dynasty reveal that various types of incense were used in the palace and it was also exported to Qin and Song Dynasties. Brides and grooms made a vow in front of an incense burner during traditional Confucian wedding ceremonies. The royal court of the Joseon Dynasty hired perfumers to produce incense for ancestral rites and rituals. The women’s encyclopedia of the Joseon Dynasty, Gyuhap chongseo, also includes the method of incense-making since incense was mostly made by women at home. Incense that was frequently used in daily life was made into joss sticks and put in a bag. Scholars, noblewomen, and court ladies always carried the incense bag with them to drive away insects or snakes or to use it as a closet sachet. Some of the incense was made into pills and used as first-aid medicine for vomiting and diarrhea. The scent bags were made into various forms from a simple embroidered cloth bag to

a traditional ornament decorated with jewelry for beautiful design and practicality. The lucky bag where children used to keep their New Year’s gift money was also a type of scent bag.

从香炉到香囊，韩国的香

提到“香”，我们最先想到的就是装在玻璃瓶中的香水。可能正因为这样，提到香的历史，我们总是会想到华丽的礼服和玛丽·安托瓦内特喜欢的董菜、克利奥帕特拉的香膏，以及尼禄皇帝的玫瑰香等西方历史中的香。但其实亚洲和韩国也从很早以前开始就在各种仪式和日常生活中享受并使用香了，所以才会有薰沐（将香料洒在衣服上，并洗头、净身）一词。

新罗时期金庾信将军焚香熏身后研习武术，高句丽的双楹塚古墓壁画中也有头顶香炉的少女出现。有记载称，高丽宫廷使用各种香并向秦朝和宋朝出口。儒教传统婚礼中，新郎新娘在香炉前发誓。朝鲜时期宫廷中设有“香匠”这一专业技术人员，在香室中制作用于祭祀和仪式的香。因民间大多由妇人亲手制作并使用，所以在描绘朝鲜时期家庭生活的《闺阁丛书》中也对制香方法有所记载。古人曾把固体的香放入香囊中后佩戴，儒生和贵妇人、宫内的尚宫也都经常佩戴香囊。也可以根据用途，在香囊中放入防虫或防蛇的香，保管衣物时也可以使用香囊，以使衣物染上香气。此外，有些香还可以制成药丸，发生霍乱等紧急情况时作为应急药使用。香囊也多种多样，有用布制成后绣上刺绣的，也有使用贵重饰品配饰的，同时满足了装饰性和实用性需求。春节时放压岁钱的福袋也属于香囊的一种。



THE SCENT EXHIBITED BY COLORS

There are various ways to enjoy fragrances. You can burn a scented candle or pick out laundry detergent with your favorite scent. The most popular way of enjoying fragrances is to choose a perfume you like and apply it. Nonetheless, it is not easy to find the perfect perfume you like.

It would be nice if you are attracted to a perfume you smelled for the first time just like love at first sight, but it becomes more and more difficult as you smell a series of different types of perfumes since your sense of smell becomes dull. Then how about the method the writer of “I Speak the Perfumes,” Lee Ji-yeon, suggested. She says that scents can be matched with colors.

The color of perfume conveys the feeling of the perfume. Therefore, she advised that it is a good choice to select a perfume of your favorite color if you have a dull sense of smell or if it is your first time using a perfume. She also then explained about the characteristics of the scents represented by certain colors.

Green which improves concentration conveys the freshness and refreshing scent of forests, energizing red represents sweetness and arousal, intellectual blue expresses cleanliness and friendliness, gorgeous yellow is for elegance and feminine beauty, and the mysterious purple is known to convey unique individuality.

Shall we match the latest popular perfumes that match the colors above? Green matches with Green Tea of Elizabeth Arden and Un Jardin Sur Le Toit of Hermès; red with Hypnotic Poison of Christian Dior, Gucci Rush, HUGO Red; blue with Cool Water of Davidoff, Bvlgari Pour Homme, Sui Dream by Anna Sui; yellow with J’adore of Christian Dior and Daisy of Marc Jacobs; and purple with Eclat d’Arpège by Lanvin and Omnia Améthyste Bvlgari.

Can you think of any other fragrances? It will surely be easier to choose a perfume if you select one within the range of your favorite color.

颜色演绎的香气

享受香气的方法多种多样，可以燃烧香烛，也可以挑选喜欢的洗衣液香。其中最具有代表性的方法当属挑选并喷洒心仪的香水，但出人意料的是挑选一款心仪的香水并非那么容易。如一见倾心般能被初次闻到的香水所吸引固然好，但闻过几款香水后再挑选的话，嗅觉会变迟钝，变得很难判断孰优孰劣。那下面这种方法怎么样呢？在《我用香水说话》中，作者李志妍称香水可以和颜色配对，即香水所具有的颜色会传递香气之感。所以她建议嗅觉迟钝或第一次使用香水的人可以挑选所喜欢颜色的香水。同时她还介绍了不同颜色所具有的香气特征，如提高注意力的绿色有着森林中的新鲜与清爽之感，赋予活力的红色可以唤醒甜蜜和刺激，知性的蓝色给人以干净和亲切感，艳丽的黄色给人以优雅和柔美感，神秘的紫色则彰显独特个性。

接下来把这些颜色和最近的代表性香水联系起来怎么样？绿色有伊利莎白雅顿的绿茶香水和爱马仕的屋顶花园女士淡香水，红色有克里斯汀迪奥的红毒女士香水、古驰的狂爱以及雨果博斯的狂热淡香水，蓝色有大卫杜夫的冷水男士香水、宝格丽的蓝茶男士香水和安娜苏的甜蜜梦境，黄色有克里斯汀迪奥的真我淡香水和马克·雅可布的莫杰雏菊花语女士淡香水，紫色有浪凡的光韵女士香水和宝格丽的紫晶纯香女士香水等。怎么样？想起它们的香气了吗？在自己所喜欢的颜色中进行挑选，选择香水即会变得更加容易。

Leading the paint color trend with odorless, eco-friendly product

SOON & SOO Paint and NOROO's Architectural Technology Team 1

Patrick Süskind said in his novel "Perfume," "He who ruled scent ruled the hearts of men." NOROO would like to paraphrase this: "A company that rules scent rules the market flow." Ever since the release of "SOON & SOO Paint" in 2011, an eco-friendly water-based paint with no paint odor, the domestic paint color paradigm shifted to eco-friendliness. In this regard, we sat down for an interview with Senior Director Key Dong-chun, President of NCPI Research Institute, and the Architectural Technology Team 1, which blazed that trail.

无异味的环保涂料，引领潮流

纯&秀与NOROO涂料股份有限公司建筑技术1组

帕特里克·聚斯金德在小说《香水》中曾描写道：“香味能支配人的情感”。NOROO将这句话略加改动，即“能够掌控气味的企业即能引领市场趋势”。NOROO涂料股份有限公司自2011年推出无异味环保水性涂料纯&秀以后，韩国涂料市场便开始趋向于以环保涂料为主。我们有幸见到引领这一趋势的团队——NOROO涂料股份有限公司技术研究所所长寄东椿常务和建筑技术1组。

ECO-FRIENDLINESS FOR MORE PEOPLE

"I went to the museum with my kids one day. There, I could smell the intense paint smell inside. It was the typical water-based paint smell mixed with styrene acrylics, acrylic monomers, and solvents. The primary smell you'd sniff when it comes to sick building syndrome. At that time, I saw a pregnant woman holding her child in one hand and pushing a baby stroller with the other. I thought that's just not right. I need to get rid of that smell. I should do something to prevent them from being exposed to the VOCs (Volatile Organic Compounds)," Mr. Key said. That's what started the whole development process for the "SOON & SOO". There was a paint product with no odor at the time. But it was too expensive to be used widely. Lowering the price barriers, therefore, was the first step in popularizing the environmentally friendly, odorless paints. So he made the second decision; it was to reduce costs by trading massive amounts of EVA (Ethylene Vinyl Acetate) resin, a premium material, as the primary resin material. It was a huge risk and transformation to bring EVA resins in place of the existing resins that we were producing at the time. However, it was a challenge that we could not back down from for our customers. NPCI opted to go for the road less traveled and, in 2011, successfully launched the eco-friendly "SOON & SOO," an odorless paint using the EVA resin.

为了更多人的环保

寄东椿向我们讲述了研发纯&秀涂料的契机。他说：“有一次我带着孩子们去博物馆，可是博物馆里的涂料味十分浓重。那个味道就是苯乙烯丙烯酸、丙烯酸酯单体、溶媒等混合的典型涂料味儿，也就是引起新居综合征的罪魁祸首。正好，有个孕妇从我面前经过，她一只手牵着一个孩子，另一只手推着婴儿车，车里坐着一个宝宝。当时我就想，这样可不行，必须消除气味才行，不能让孩子们暴露在这种挥发性有机化学物中。”纯&秀涂料的研发正始于寄东椿常务这次决心。

当时，市面上已经有了无异味涂料，但因价格高昂，没能被广泛使用。要想实现大众化普及就必须首先打破价格壁垒。寄东椿常务做出了第二个决定。即，将高级原料乙烯醋酸乙烯酯（EVA, Ethylene Vinyl Acetate）树脂作为主树脂，通过大量交易降低成本。引进EVA树脂代替自主生产的现有树脂既是大冒险，也是变革，但站在顾客的立场上，这项挑战不容退缩。最终，NOROO涂料股份有限公司于2011年成功推出了使用EVA树脂的无异味环保涂料——纯&秀。





"SOON & SOO PAINT," LEADING THE MARKET TREND

"I was the one who made the decision, but the job was carried out by the technical team. I couldn't have done it without the painstaking effort and dedication of the Architectural Technology Team." As Mr. Key aptly noted, the development process of "SOON & SOO" was far from easy. The EVA resin is mostly used for food packaging materials and medical supplies and the primary material, Vinyl Acetate, is safe enough to be used for food additives. It was unexplored territory for the paint resin and the first-ever attempt to develop a product focused on removing the smell, so the Architectural Technology Team 1 had no other choice but to undergo repeated trial and error. When asked about the major difficulties during the development process, General Manager Kim Sung-ki, Deputy General Manager Ahn Yoon-soo and Kim Moon-woo and Senior Staff Seo Won-pyeong just chuckled silently. The whole process had numerous moments of difficulty.

"Unexpected problems were a dime a dozen because we've never used that resin before. But we kept moving forward, thinking that we are making contributions to society. It was the way to go for us to better serve consumers as a whole." Regarding this response by Deputy General Manager Kim, Mr. Ahn added: "Now that we have started, competitors keep releasing products with no paint smell. Note that we are the only ones who changed the resin from the outset. So we feel it was worthwhile to create a 'good' market for consumers."

As a trailblazer in this market, NOROO Paint & Coatings eliminated the smell of every water paint color in the domestic market. It even stabilized the properties of "SOON & SOO" to offer more heightened masking power than conventional resins, ensuring that anyone can apply it to various types of surfaces like an expert.

"It was a key strength of NPCI to be able to provide safe products to our customers at a reasonable price and to shift the trend of water paint colors for indoor use. With that strength, we are planning to develop safer and odorless paint colors outdoor use." The confidence that General Manager Kim Sung-ki shows indeed made us feel more secure and confident about our product. NOROO Paint & Coatings will not rest on its laurels but keep working to make sure everyone who paints and those who stay in that painted space can feel secure and comfortable.

引领市场潮流的纯&秀

寄东椿常务表示：“虽然这项决定由我做出，但具体工作却是由技术组完成的。建筑技术组真的非常辛苦。”就如寄常务所述，纯&秀涂料的研发过程并不简单。EVA树脂主要用于食品包装材料、医疗用品等，主原料乙酸乙烯酯（Vinyl Acetate）非常安全，甚至可以在食品添加剂中使用。但由于这是首次用于涂料树脂中，并且将改良重点着眼于气味，所以建筑技术1组做了一次又一次的试验。当我们问到研发过程中的难点，金圣起部长、安胤琇次长、金文佑次长、徐源平主任全都露出了尴尬的笑容，因为整个过程的每一步都很艰难。

金文佑次长说道：“由于第一次使用这种树脂，当然会发现很多意想不到的问题。但大家全都想着这是在做社会做贡献，咬牙坚持过来了，因为这一切都是为了消费者。”安胤琇次长补充说：“就在我们开始研发的时候，其他公司也陆续推出了无异味的涂料产品，但只有我们改变了树脂本身，为消费者提供了良好的环境，对于这一点我们感到非常有成就感。”引领市场走向的NOROO涂料股份有限公司不仅消除了纯&秀涂料的气味，还将公司生产的所有室内水性涂料的气味一并消除。与现有树脂相比，纯&秀的物性更加稳定，隐蔽性也更高，所有人都可以像专业人士那样在各种表面轻松涂刷。

“能够以合理的价格向顾客提供安全的产品，改变韩国室内水性涂料的趋势，就是NOROO涂料股份有限公司的力量。如今我们想要凭借这份力量研发更安全的无味室外用涂料。”金圣起部长的坚定决心让我们感觉很可靠。为使涂料作业者和在刷涂空间中停留的人都可以感受舒适，NOROO涂料股份有限公司将不断向前、奋勇挑战。



Moomin Walks Into the World of Pure Colors with Children

MOOMIN Original Artworks Exhibition with SOON & SOO invites children from the House of Peace

A burst of laughter was heard at Hangaram Design Museum of Seoul Arts Center where “MOOMIN Original Artworks Exhibition celebrating Finland’s 100th anniversary of its independence” is being held (September 2 – November 26). The special guests invited a day before the official opening day were the children from the House of Peace that NOROO Paint & Coatings sponsors. They made one big step into the exhibition hall, a journey into the Moominvalley, flipping the pages of the Moomin book fixture installed in the lobby – yes, it’s Moomin’s world created by NOROO Paint & Coatings.

与姆明、孩子们一起 沉浸在纯粹的色彩中

姆明原画展与纯&秀涂料，邀请和平之家的孩子们

在艺术殿堂HANGARAM设计美术馆中举办的《芬兰独立100周年姆明原画展》（9月2日～11月26日）中回荡着愉快的笑声。正式开放一天前特别邀请的贵宾正是NOROO涂料股份有限公司援助的和平之家的孩子们。孩子们往返于大厅中设置的姆明书籍之间，翻开宽大的书页，愉快地穿梭在开启姆明谷之旅般的展厅内，沉浸在NOROO涂料股份有限公司装饰的姆明世界中。

MOOMINVALLEY AND SOON & SOO

Moomin may look like a hippo at first glance from its white round body, big blue eyes, and small ears, but it is an imaginary character born in Finland, a pretty remote place far from where hippos would actually live. Created by Tove Jansson, a Finnish painter, illustrator and novelist, the character Moomin began to become widely known from 1945 when “The Moomins and the Great Flood” was published. The series started with the story of Moomin and other characters living in the fantasy nature realm called Moominvalley. It became a hit, was translated into 33 languages and spun off into various versions of animation, TV and theatrical play. Characters include shy Moomin, the larger-than-life Snork Maiden, Snufkin who enjoys being alone, Moominmamma the dreamer and Moominpappa who tends to bluff. Each character has his or her fair share of good sides and bad sides, inspiring readers to deeply understand the story about their bickerings, love and adventures that make us realize the precious moments in life. What makes their story richer is the beautiful background based on the natural environment of Finland. The scenery “where small and lively creatures abound in the surrounding of the flowering trees all around, and clear water flowing from the mountains cascading around Moominhouse” is what makes it feel mysterious yet peaceful. The paint to be used for the decoration of the “MOOMIN Original Artworks Exhibition celebrating Finland’s 100th anniversary of its independence” (hereinafter as “MOOMIN Original Artworks Exhibition”) held for the first time in Korea must be extra special. That explains why SOON & SOO, an environmentally-friendly paint brand of NOROO Paint & Coatings, was chosen.

姆明谷与纯&粹

姆明有着雪白滚圆的外形，长着蓝色的大眼睛和小耳朵，乍看之下很像河马，但其实它生活的地方与河马相去甚远，是诞生于芬兰的虚拟角色。芬兰画家、插画家及小说家杜芙·颜生创作的姆明自1945年《姆明与大洪水》出版后开始为人们所熟知。姆明和各种角色一起生活在姆明谷这个幻想的大自然中，故事已连续出了一系列，在33个国家被翻译并制作成动画片、TV电视剧、话剧，现在仍备受人们喜爱。缺乏自信的姆明和爱慕虚荣的斯诺克、喜欢孤独的史力奇、梦想家妈妈姆明和经常虚张声势的爸爸姆明等，每个角色都各具优缺点，让读者们能够深深地理解彼此不同的人，他们争吵、相爱、往返于日常与冒险中，可使读者认识到生活中的宝贵瞬间。让姆明故事变得更丰满的是芬兰自然环境中的秀丽背景。“小而活泼的动物们玩耍嬉戏、四面八方长满花草树木、自山上流淌下来的清澈溪水环绕着姆明家”的风景更是增添了神秘与和平之感。所以装饰韩国国内首次举办的《芬兰独立100周年姆明原画展》（以下简称姆明原画展）展厅的涂料必须更加特别。这也是选择NOROO涂料股份有限公司纯环保涂料—纯&秀的理由。



PURE COLOR LIKE NATURE IN FAIRYTALES

Gang Wuk, CEO of CCOC, a hosting company of “MOOMIN Original Artworks Exhibition,” remembered his visit to the booth of “SOON & SOO” at the Seoul Living Design Fair early this year and contacted NOROO Paint & Coatings because he thought the colors would go well with the character of Moomin. The SOON & SOO is odorless, removed of most hazardous substances for safe use, and easy for anyone to paint with, which made it a perfect match for Moomin and his friends. Moreover, SOON & SOO containing the innocence and clarity of nature was perfect for expressing the lyrical and pure colors that Tove Jansson used for her work. In this spirit, NPCI (NOROO PANTONE Color Institute) curated the colors for the exhibition hall to maximize the eco-friendly image while accentuating the unique characteristics that innately belong to each character in Moomin’s world. From there, SOON & SOO was used to divide the sections of “MOOMIN Original Artworks Exhibition” and become the background of the frames to convey the atmosphere of Moominvalley and Jansson’s art world. The exhibition spaces painted in SOON & SOO including the clear blue sky of Moominvalley, purple crack of dawn, and bubbly yellow that reminds you of Snork Maiden’s hair are full of energy as if Moomins are coming to life.

仿若童话中的大自然般纯粹的色彩

准备《姆明原画展》的CCOC代表姜旭表示，今年年初他到访了首尔生活设计展中的纯&秀展位后，认为它与姆明很配，于是找到了NOROO涂料股份有限公司。无味、几乎不含有害成分、安全、所有人都能轻松涂刷的纯&秀涂料非常适合在芬兰大自然中生活的姆明和他的朋友们。在表达作家杜芙·颜生在作品中使用的抒情、明亮颜色方面，蕴含自然纯粹与干净的纯&秀涂料也非常合适。NOROO涂料股份有限公司色彩研究所（NPCI）保留了姆明角色们的固有特性，同时为最大程度地体现环保形象，对展厅的颜色进行了品质评估。就这样和姆明相遇的纯&秀，以色彩区分《姆明原画展》的板块、成为相框的背景，展示姆明谷的氛围与杜芙·颜生的艺术世界。如同姆明谷天空般明朗的蓝色、拂晓的紫色、歌妮头发般鲜明的黄色等，纯&秀涂刷出的展览空间生动形象，让姆明变得活灵活现。

EXHIBITION COUPLED PERFECTLY WITH CHILDREN’S LAUGHTER

NOROO Paint & Coatings invited the children of the House of Peace on the pre-opening day because the company wanted them to be the first audience to relish the colors presented by SOON & SOO and the innocence depicted by Moomin. While Moomin is widely known and highly popular even among adults, let alone children, NOROO Paint & Coatings might have taken an easy way by inviting celebrities for publicity. However, those whom NOROO Paint & Coatings had in mind were these children. The children from the House of Peace are the VIPs to NOROO Group that makes contributions to the advancement of the community and disseminates the spirit of aspiration and love to children as the future pillars of the country. Not surprisingly, the children who were accompanied by the docent and carried a stuffed Moomin doll were delighted to see the pictures and explanation over them. The original illustrations that must’ve been drawn decades ago seem to be brought back to life by the transparent, innocent eyes of the children. They were busy picking their favorite characters from Moomin to Hattifatteners and Snufkin. The exhibition tour wrapped up with the coloring session at the end. This was the moment when the Moomin exhibition teamed up with SOON & SOO, a clean and clear paint brand like nature depicted in the tale, is brought to completion. If Moomin is painting in Moominvalley, SOON & SOO’s paint canisters must be found nearby.

在孩子们的笑容中完成的展览

正式开放前一天邀请和平之家的孩子们，是因为NOROO涂料股份有限公司想要率先传递纯&秀色彩与姆明纯真的心意。姆明在孩子们和成年人中都享有很高的知名度和人气，因此为了宣传也可以先邀请其他知名人士。但是NOROO涂料股份有限公司却最先想到了和平之家的孩子们。对于身为以“事业报国”为创业理念的NOROO集团来说，公司想要为地区社会发展做贡献，并向未来将成为国家栋梁的孩子们传递梦想与爱，因此和平之家的孩子们就是NOROO集团最重要的贵宾。果不其然，一一拥抱姆明玩偶、跟随解说员入场的孩子们边听讲解边欣赏画，愉快的笑声响彻整个展厅。数十年前绘制的原画每次与孩子们清澈的目光交汇时，都如同重新拥有生命般闪闪发光。孩子们纷纷说着“我最喜欢姆明！”、“我喜欢树精”、“我喜欢史力奇”，在挑选完自己喜欢的角色后，孩子们用自己独有的颜色填充最后环节准备的彩纸，度过了愉快的时光。这也是仿若童话中的大自然般干净、纯粹颜色的涂料纯&秀和姆明一同完成展览的瞬间。倘若姆明正在幻想中的姆明谷中刷涂料，那旁边放的会不会是纯&秀的涂料桶呢？



Efficient use of Business Hours for Healthy Work-life Balance

NOROO Group has recently rolled out a work innovation campaign and selected work focus improvement as the first topic. In other words, what NOROO wants to achieve is to prompt employees to concentrate on work during the working time so that they finish work efficiently and reduce overtime, ultimately building an environment in which there is a healthy balance between work and family. In this regard, the group created and distributed posters so that everyone can think over the issue from the perspective of the company and that of employees who desire work / family compatibility.

为实现工作与生活的平衡有效利用工作时间

NOROO集团最近正在开展工作创新活动，第一个主题就是提高工作集中度。本活动是为了让员工在工作时间内集中精力有效地完成工作，减少加班，留出更多时间与家人相处。为了保证有效的提高工作效率，同时让员工兼顾到工作和家庭，公司现已制作并发布活动宣传海报。



STARTING TO BALANCE WORK WITH LIFE

Hankook Ilbo has been releasing feature articles titled “Starting to balance work with life” comparing and analyzing cases in Korea where working overtime is commonplace with overseas cases. Here, we’re going to talk about one of the companies featured in those articles, ‘OSS,’ an advertising and marketing company based in Sweden (See [Starting to balance work with life: Work hard during working time. Leave office on the dot. 6-hour workday miracle in Sweden] published on July 7, 2017). Julia Bendelin, the CEO of OSS, said she practiced reverse thinking by reducing the working time during strenuous times instead of laying people off. She found a chance to implement the ‘6-hour workday’ system that she dreamed of ever since she started studying business administration at her university when things were getting tough. In an interview with Hankook Ilbo, she remarked: “I asked (the employees) what they think about cutting down on working hours instead of a pay rise and everyone agreed. That decision carried a lot of risk for me so I was afraid as a CEO, but I did it anyways putting myself on trial for 6 months to find that balance in life, which is deemed the most important in life.” She then added the result was beyond what she expected.

找回遗失的夜晚

韩国日报最近正在推出以《找回遗失的夜晚》为主题，将经常加班的韩国社会与外国案例进行比较分析。让我们来看看其中一篇报道（朴善英，《找回遗失的夜晚》，集中精力工作，准时下班……瑞典“6小时工作”的奇迹，韩国日报，2017.7.7）中介绍的瑞典广告营销公司OSS。OSS的CEO Julie Wendelin在公司陷入经营危机后并没有立即裁员，而是采取了缩短工作时间的“逆向思维”方式解决问题。她在大学时期主攻经营学时就曾梦想的“6小时工作制”在这次危机中找到了实践的机会。在韩国日报的采访中她表示：“我问我的员工，用缩短劳动时间来代替涨工资怎么样，结果大家都表示赞成。经济危机已经相当严重，身为CEO的我也有些害怕，但是为了人类生活中最重要的“平衡”，我们开始了为期6个月的试行”。可是结果却超出了所有人的预期。事实印证了劳动时间缩短后效率将提高的经营学理论。一年内仅公司收益就增



The theory that a reduction in working time boosts productivity has been proven. The company witnessed a 20% rise in its revenue in just a year. Employees have become fully inspired by the extended time off and their speed of work has stepped up. By streamlining the working system, they were able to cut back on their working hours without sacrificing productivity. For this, they boldly eliminated unnecessary meetings at OSS. Furthermore, the company significantly heightened the job management ability of managers to assess if the workload of each employee is appropriate and the work progress is on schedule, thus eliminating inefficiencies such as unnecessary rework or abrupt cancellations midway.

Likewise, an executive of Brath, a Swedish IT company which is increasing its revenue by more than double each year after introducing a six-hour workday system, said in an interview for the same article: “The company needs to make an effort to get rid of all the unnecessary elements.” Let us paraphrase in this way – “Do we make an effort to eliminate all the unnecessary elements?”

EFFICIENT BUSINESS SYSTEMS AND CONCENTRATION

The above cases where they make an effort to reduce working late at night and establish the practice of leaving work on time sends us a positive message. If you can increase work intensity in an efficient working system, work, family and life can be in excellent balance. Then, the legitimate question here should be: “What are the ‘unnecessary elements’ that we should remove?” Ineffective, time-wasting meetings are a routine in almost every workplace, as OSS pointed out. There will be a considerable amount of time consumed due to personal matters or habitual fumbling with your smartphones. Admittedly, working overtime is not entirely attributed to inefficient work habits. You just stay at the office as if you work hard even when you’ve done your

加了20%，随着休息时间增加，员工们的灵感不断涌现，工作处理速度也变快了。因工作系统变得更有效，故而能够在不降低效率的情况下缩短工作时间。为此OSS还果断减少了不必要的会议，同时为消除重复工作或做不必要事情等低效率问题，检查员工工作量是否适当、工作进展是否顺利等管理者的职务管理力量也变得至关重要。

同样引进6小时工作制、每年实现两倍以上收益增长率的瑞典IT企业布拉特的高管人员在同一篇报道的采访中表示：“公司有必要努力消除所有不必要的因素。”把他的话转换成疑问句会怎么样呢？那就是“我们是否正在努力消除所有不必要的因素呢？”

有效的工作系统与集中

上述减少加班、准时下班的案例正在向我们传递积极讯号。如能在有效的系统中提高工作集中度，定将能够实现工作与家庭、工作与兴趣生活的兼顾。那么我们必须消除的“不必要因素”是什么呢？正如OSS公司般，低效率的会议几乎已经成为所有职场的日常。私人事务或习惯性地看智能手机造成的时间浪费现象也普遍存在。当然加班并非单纯是因为低效率的工作习惯，有时明明已经完成了全部工作，但职场氛围上需要象征性地加班。可是倘若认可有效、高效的工作执行，是否就能果断地减少着眼色式的加班呢？

为进行这些尝试，期间发布的海报可压缩成以下内容，鼓



part. If you acknowledge there is an efficient and effective way to do your work, however, wouldn't it be possible to drastically cut down on the habitual overtime that is prevalent in Korea? For these attempts, the posters distributed thus far encourage work and life balance by sharing the following messages.

- * **Determine the importance and order of work** – Aside from the work plans and goals on a team level, work delays can be minimized if individual employees clarify and prioritize their daily tasks for completion.
- * **Set target time for each task** – If you set a specific time limit for completing a given task and work on time management to achieve it, you can effectively control 'distractions' from work. Each individual's commitment to work management is paramount.
- * **Smart meeting operation** – Time wasted by inefficient meetings is a headache for many office workers. It is not uncommon that they have no other choice but to work late because these empty meetings eat up their work schedule. It is necessary to build a culture of productive meetings by setting a clear set of goals, involving only those who are absolutely necessary to attend, and reaching a conclusion within a set time frame.
- * **Refrain from SNS and smartphone access** – According to one survey, the average time spent on smartphones a day amounts to 4 to 5 hours in Korea. Given that more than one-third of the day is spent at the office, it is highly likely that the office workers in Korea spend more than an hour on their smartphones at work.
- * **Refrain from personal matters and chit-chat** – Building a rapport with co-workers through intimate exchanges can be done during lunchtime or after work. Focus on work during business hours and exclude going about your personal matters unless it is urgent.

It's a win-win if employees look for more efficient ways to work and managers acknowledge their positive changes and take the lead in creating an atmosphere where working overtime is no longer necessary. The workplace culture where work-life balance is achieved can start with small changes.

励我们实现工作与生活的平衡。

- * **确定工作的重要性与顺序** – 明确区分部门的工作计划和目标，以及员工每天的工作内容，确定优先顺序并依次完成，从而最大程度地减少工作拖延。
- * **设定完成各项工作的目标时间** – 设定完成各项工作的目标时间，为在相应时间内完成工作而努力进行时间管理，从而有效控制工作妨碍因素。对工作管理的个人意志最为重要。
- * **召开智慧型会议** – 低效率会议造成的时间浪费让很多上班族都感到头疼。一整天都被叫去参加会议，因不能完成本职工作只能被迫加班的情况比比皆是。必须营造确定明确主题、只让必要人员参加，并在规定时间内得出结论的会议文化。
- * **减少SNS与智能手机的使用** – 某问卷调查结果显示，韩国智能手机用户的日均智能手机使用时间约为4~5小时。考虑到一天有三分之一以上的时间都在公司度过，可以说我们每天在公司也有至少1小时的时间耗费在智能手机上。
- * **减少私事与私话** – 想要通过亲密交流与同事建立良好关系时，利用午休时间或下班后等非工作时间就已足够。工作时间只专注于工作，除非情况紧急，否则应尽量避免在公司工作中夹杂私人事务。

让员工养成寻找更有效工作方式的习惯，让管理者高度认可员工的这种变化，并带头营造能够减少加班的工作氛围，这将是公司与员工双赢的办法。实现兼顾工作与家庭的职场文化可以从小的变化开始。

What about your work habits?

Aim to become a part of the NOROO Family who strikes a balance between work and life by utilizing working time efficiently.

您的工作习惯如何?

成为有效利用工作时间、寻找工作与生活平衡的NOROO人吧。



Workplace innovation campaign for work/life balance and improved productivity

兼顾工作与生活、提高工作效率所需的工作创新运动

News Briefing



NOROO GROUP ROLLS OUT AN URBAN RENEWAL PROJECT THROUGH GRAFFITI (STREET ART) CULTURE



NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO GROUP ROLLS OUT AN URBAN RENEWAL PROJECT THROUGH GRAFFITI (STREET ART) CULTURE

From September 23 to 30, NOROO Group hosted a culture-based urban renewal project titled <POW!WOW! X NOROO in Seoul> in concert with POW! WOW!, a global graffiti artists group. POW! WOW! Was originally formed 8 years ago in Hawaii aiming to change the community through art and has grown into an international street art festival organization. The activities that POW! WOW! engages in feature and aim to express the local image and improve the environment by reflecting the unique culture and artistic backgrounds that each city holds. The main testbeds for this organization have been the US, Hong Kong and Japan, and now, this is the first time for POW! WOW! to demonstrate their worth in Korea with the help of NOROO Group. Celebrating its 72nd anniversary this year, NOROO Group had carried out its social contribution activities through street wall paintings throughout the country in order to practice its founding spirit of the "Patriotism of Entrepreneurship" and to contribute and communicate to and with the people and customers. These wall paintings have received a very positive response from the residents as they transformed the gloomy and messy environment of the area into a lively and positive setting. Designed on the basis of the tradition of these social contribution activities and artistic values, <POW!WOW! X NOROO in Seoul> was held in a total of 6 locations including the exterior of the Handpicked Hotel in Sangdo-dong, the building of Seoul Mullae Elementary School, and the building in Donggyo-dong. In addition to making wall paintings using environmentally friendly paints, sprays, and markers provided by NOROO Paint & Coatings Co., Ltd., side events such as educational programs including <School of Art>

and <School of Music>, workshops, and concerts were held, too. Participating artists numbered 12 altogether from inside and outside of Korea including a Korean artist 'Royal DOG' who drew much attention this year in Los Angeles with his beautiful wall graffiti depicting a black woman in the traditional Korean hanbok, and an authentic graffiti artist 'SIX COIN.' An official of NOROO Group noted: "We decided to take on this project because we believe the purpose of the establishment POW!WOW! is in line with the spirit of our social contribution activities and "SOON & SOO Paint," our flagship eco paint brand, will add luster to these kinds of environmental improvement activities. NOROO Group will continue to make constant efforts to create a beautiful environment through paint."

NOROO集团通过涂鸦（街道艺术）文化开展城市再生项目

NOROO集团于9月23日至30日间与世界级涂鸦艺术团体POW!WOW!合作开展了通过文化交流的城市再生项目“POW!WOW! X NOROO in Seoul”。POW!WOW!于8年前在美国夏威夷成立，旨在通过艺术改变地区社会，现已发展为专业的国际街道艺术团体。POW!WOW!活动的特征与宗旨是反映城市所具有的固有文化和艺术背景，展现地区形象并改善环境。此前POW!WOW!一直在美国、香港、日本等地活动，此次通过与NOROO集团合作首次来韩。NOROO集团今年正值创立72周年，为履行集团“事业报国”的创业精神，并与国民及顾客沟通，NOROO集团一直在全国各地通过街道壁画项目开展社会贡献活动。这些壁画让阴暗、杂乱的地区氛围焕发生机与活力，摇身变为积极向上的面貌，赢得了居民们的热烈好评。“POW!WOW! X NOROO in Seoul”旨在为这些社会贡献活动增添传统与艺术价值，在上道洞的Handpicked酒店外墙、文来小学建筑、东桥洞建筑等共计6处开展，使用NOROO涂料股份有限公司的环保涂料和喷漆、油漆笔等制作壁画，同时开展“艺术学校”与“音乐学校”的教育项目、研讨会、音乐会等活动。参与艺术家包括今年在LA绘制壁画“穿韩服的女人”并备受瞩目的世界级街头艺术家——Royal DOG，以及传统涂



NOROO GROUP TO HOST NCTS 2018 (NOROO INTERNATIONAL COLOR TREND SHOW 2018) ON NOV. 16

鸦艺术家——SIX COIN等12位国内外知名艺术家。NOROO集团的相关人士表示，POW!WOW!的成立宗旨与NOROO集团社会贡献活动的精神一脉相承，环保涂料主打产品“纯&秀”也将为这些环境改善活动增光添彩。正因为如此，才促成双方的此次合作。未来NOROO集团也将坚持开展利用涂料营造美丽环境的各种活动。

NOROO GROUP TO HOST NCTS 2018 (NOROO INTERNATIONAL COLOR TREND SHOW 2018) ON NOV. 16

NOROO Group will host the <NOROO International Color Trend Show 2018 (NCTS 2018)> at Dongdaemun Design Plaza (DDP) on November 16. The 7th NCTS will invite a number of visual artists and architects from Korea and abroad to give their special lectures while estimating the future color trends through the presentation titled the '2018-19 NOROO Paint Creative Inspiration & Color' by Deputy General Manager Hyeon Jeong-oh and Kim Seung-hyeon from NOROO Paint. Guest speakers include Fabian Öefner, a Swiss artist and photographer who beautifully showed light particles through LG Electronics' OLED TV commercial, Ico Migliore who will talk about an organic combination of color, light and architecture, Lee Gwang-ho who won the Artist of the Year award at Brazil's MADE (Market, Art, Design) in 2017, and Katsuya Kamo, a hairstylist, makeup artist and now Chanel's haute couture collection director. The NCTS 2018, where a wide range of categories of visual art, science, architecture, urban environment, fashion, and more come together under the theme of 'color' to estimate tomorrow's trends, should offer a good opportunity to the designers, marketers, academic researchers and students to sharpen their sensory tools and derive useful information.

将于11月16日举办 2018年 NOROO国际色彩趋势展 (NOROO International Color Trend Show 2018)

NOROO集团将于11月16日在东大门设计广场（DDP）举办“NOROO国际色彩趋势展（NCTS 2018，NOROO International Color Trend Show

2018）”。NCTS今年已迎来第七个年头，计划邀请在国内外活动的各种视觉艺术家和建筑师进行演讲，并通过由NPCI的玄政午、金圣贤次长进行的发表演讲“2018-19 NPCI 创意灵感与色彩（2018-19 NPCI Creative Inspiration & Color）”，预测未来的颜色流行趋势。受邀演讲人包括，曾在LG OLED TV宣传中展现炫彩光线颗粒的瑞士艺术家兼摄影师法比安·欧芬拿（Fabian Öefner），讲述色彩、光线及建筑有机结合的Ico Migliore，2017年在巴西设计&艺术市场（MADE）中荣获年度艺术家奖的李光浩，担任香奈儿高级定制系列总监的发型设计师兼化妆师加茂克也（Katsuya Kamo）。预知流行趋势的NCTS2018年以“色彩”为主题，网罗视觉艺术与科学、建筑、城市环境、时装等多个领域，将为设计师、营销专员、学界研究员与学生提供触发敏锐艺术灵感与学习的绝佳机会。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT HOLDS DIC ASIAN COLOR TREND SEMINAR 2018-19

On September 25, NOROO Paint invited Eri Ōmae, a Creative Director at Japan-based DIC Color Design, Inc. and a Chief Editor of <Asia Color Trend Book>, and hosted the <Asian Color Trend Seminar 2018-19> at Dongdaemun Design Plaza (DDP). With over 120 color experts and designers from Korea attending the event, Eri Ōmae introduced the trendy colors focused on Asia's unique aesthetic views and creation in person. As the center of the world economy shifts to Asia in various aspects, the Asian art and creative fields are gaining momentum, attracting strong attention to Asian tastes and values. At this seminar, the seasonal colors of 2018 through 2019 reflecting the color and material trends focusing on various culture and creative senses of Asia were introduced, which was very informative for the

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NOROO PAINT HOLDS DIC ASIAN COLOR TREND SEMINAR 2018-19

working-level managers in the color and design departments at companies not only in Korea but also in other Asian markets including China and India. Eri Ōmae, who hails from Shanghai, China and is now based in the US, China and Japan has been proposing global brand design and has made achievements in the CMF Direction targeting the Chinese and Asian markets. In addition, she has been actively engaged in writing and giving lectures on color-related themes based on color & material research. From 2008, she has been the chief editor of <Asia Color Trend Book> where she helps identify the current flow of global trends by covering an extensive range of brands and creators in Asia, mainly in China and Japan, to provide the world with what Asian creativity is all about.

NPCI召开DIC 2018-2019亚洲色彩趋势研讨会

NPCI于9月25日邀请日本DIC色彩设计（DIC COLOR DESIGN Inc.）的设计总监兼《亚洲色彩趋势年刊》主编周昕（大前绘理），在东大门设计广场（DDP）召开了“亚洲色彩趋势研讨会2018-2019”。120多位韩国色彩专家与设计师出席了本次活动，周昕（大前绘理）亲自介绍了聚焦于亚洲特有的审美意识和创造力的流行色。

当下，全球多个领域的经济中心正在转移至亚洲，亚洲的艺术创意也逐渐显现活力，对亚洲人的喜好与价值观的关注日趋集中。本次研讨会上介绍了聚焦于亚洲各种文化与创造灵感的COLOR & MATERIAL TREND的2018-2019年度色彩，为韩国乃至中国、印度等进军亚洲市场的企业的色彩和设计人员提供了有益信息。中国上海出身的周昕（大前绘理）以美国、中国及日本为中心，为许多国际品牌设计提出建议，并在中国及亚洲市场积累了丰富的CMF Direction经验。与此同时，以COLOR & MATERIAL研究为基础，积极开展色彩相关论文发表与演讲活动。并于2008年开始担任《亚洲色彩趋势年刊》主编，在掌握国际流行趋势的同时，以中国和日本为中心，采访亚洲各国的多个品牌或设计师，为全球提供源自亚洲的创意灵感。



NOROO PAINT RELEASES WATER-BASED PAINT "WATER-Q SYSTEM" WITH AUTO COMPANY

NOROO PAINT RELEASES WATER-BASED PAINT "WATER-Q SYSTEM" WITH AUTO COMPANY

At the <2017 Automotive Week> fair held for 3 days from September 8 to 10, NOROO Paint & Coatings Co., Ltd. exhibited the "Water-Q System," a water-based paint for auto repairs, at the painting booth system operated by Auto Company Ltd., NOROO Paint's partner company. "Water-Q System," presented by NOROO Paint, is a next-generation eco-friendly water-based coloring system which offers high-brightness paintability and a primary color system, making coloring easy while fulfilling the environmental regulatory requirements. It can be mixed with all kinds of colors of the domestic and imported vehicles with excellent adhesion and weatherability, and consists of 1 resin, 72 coloring agents and 3 other kinds. NOROO Paint demonstrated this latest eco-friendly water-based paint product at the water-based painting system unit (a system that sets the flow rate of the entire coating booth to that of water-based drying) of Auto Company. In addition to the "Water-Q System," NOROO Paint showcased more new items such as P-8800 Plus Soft Putty, PS-990 Hybrid Primer-Surfacer, and New Magic Eye. Go to NOROO Paint's official website (www.noroo paint.com) to check out more products and their details.

NOROO涂料股份有限公司与Auto Company Ltd.

联手推出水性涂料 “Water-Q系统”

在9月8日～10日举办的“2017年韩国国际汽车工业及配件展览会（Automotive Week）”上，NOROO涂料股份有限公司通过合作企业Auto Company Ltd.的涂装系统推出了自己的水性汽车修补漆Water-Q。Water-Q系统是NOROO涂料股份有限公司的新一代环保水性调色系统，兼具高亮度颜色表现力和原色系统，是一款调色效果优秀并满足环境规定的环保水性涂料。该涂料可调配出国内外所有车型的颜色，附着性与耐候性优秀，由1种树脂和72种调色剂、3种其他材料构成。NOROO涂料股份有限公司通过Auto Company Ltd.的水性涂装系统（按照水溶性干燥速度设置涂装整体流速的系统）涂装部门开展环保水性涂料演示会，



NOROO PAINT SETTLES NON-DISPUTE WAGE NEGOTIATION FOR 19 YEARS STRAIGHT

同时推出了Water-Q系统以及P-8800 Plus Zinc Putty、PS-990 Hybrid Primer-surfacer、New-Magic Eye等新产品。NOROO涂料股份有限公司的更多信息可在网站（www.noroo paint.com）中查询。

NOROO PAINT SETTLES NON-DISPUTE WAGE NEGOTIATION FOR 19 YEARS STRAIGHT

NOROO Paint & Coatings Co., Ltd. (President: Kim Soo-kyong) opened a round of wage negotiations with its labor union (Chairman: Park Yeon-soo) on August 28 and reached a non-dispute agreement for 19th consecutive year. The 11th Executive Department of NOROO Paint conducted the all-union wage negotiation under 4 principles on the code of conduct, which are communication, sharing, empathy and participation, through 3 rounds of negotiation committee meetings to create a realistic proposal for wage agreement, and started off with the negotiation rounds through objective decision-making by delegates to settle a wage agreement with no disputes. Union Chairman Park said that the union will closely listen to even the smallest voices of the members to create a "happier company to work for" and build a "union where the members' dreams are realized" based on the trust they accumulated so far.

NOROO涂料股份有限公司连续19年进行无纠纷工资协商

NOROO涂料股份有限公司（金守经社长）与工会（朴然洙委员长）于8月28日展开工资协商，连续19年实现无纠纷工资协商。NOROO涂料股份有限公司11大执行部秉着沟通、共享、共鸣、参与的四大行动原则，举行全体工会成员工资座谈会，分3次召开交涉委员会议，并制定可行的工资协议方案后，通过代表议员们的客观决策开始进行工资协商，最终圆满达成了本次无纠纷工资协商。工会委员长朴然洙表示，将以期间积累的信赖为基础，创造更加“幸福的公司”与“实现工会成员梦想的幸福工会”，致力于成为倾听每一位成员声音的工会。



NOROO PAINT HOLDS THE UNION'S 30TH ANNIVERSARY CEREMONY AND THE 31ST REGULAR DELEGATES MEETING

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On August 18, the 30th anniversary ceremony of NOROO Paint & Coatings labor union and the 31st regular Delegates Meeting were held with great attendance including many distinguished guests. Specifically, the ceremony was attended by a lot of chairmen of workers' unions in the region including Lee Pil-woon, Mayor of Anyang, Gang Deuk-gu, Deputy Governor of Gyeonggi Provincial Coalition Government, Kim Dong-myeong, President of the Federation of Korean Chemical Workers' Unions, Heo Won, Chairman of Gyeonggi Regional Headquarters, Han Seong-su, Chairman of Jungbu Regional Headquarters, Kim Yeon-pung, Chairman of the Gyeonggi Regional Headquarters of the Federation of Korean Taxi Workers' Unions, and Kim Yong-mok, Secretary General of Gyeonggi Regional Headquarters, to celebrate the occasion. Park Yeon-soo, Chairman of NOROO Paint labor union, said the union will continue to contribute to further advancing the company rooted in the interest and support from many people, and expressed his appreciation for their attendance by adding: "We will form a happy NOROO for 100 years down the road through execution-based labor movement of change and innovation and remain fully committed until the end under the basic principle that the union is not a union without its members."

举办NOROO涂料股份有限公司工会成立30周年纪念仪式，并举行第31届定期代表议员大会

NOROO涂料股份有限公司工会成立第30周年纪念仪式与第31届定期代表议员大会于8月18日隆重召开，众多公司内部及外来宾客出席本次活动。安养市市长李弼云、京畿道联政副知事姜得求以及化学联盟委员长金东明、京畿地区本部长许远、中部地区分部长韩城秀、全国出租车工会联盟京畿本部长金彦峰、京畿地区本部秘书长金容穆等本地地区的众多工会委员长出席了此次活动并表示祝贺。NOROO涂料股份有限公司工会委员长朴然洙表示，未来NOROO涂料股

News Briefing

BEHIND CUT



THE KIBAN SHOWCASES CHILI PEPPER VARIETIES AT 2017 YEONGYANG'S COMPREHENSIVE CHILI PEPPER EVALUATION MEETING



份有限公司工会也将大家的关注与鼓励下积极致力于公司发展，并通过变化与创新的实践劳动运动创造幸福的百年NOROO，秉持“有工会成员才有工会”的基本原则竭尽全力，并对出席纪念仪式的各位来宾表示了感谢。

THE KIBAN Co., Ltd.

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THE KIBAN SHOWCASES CHILI PEPPER VARIETIES AT 2017 YEONGYANG'S COMPREHENSIVE CHILI PEPPER EVALUATION MEETING

On August 10, THE KIBAN showcased various chili pepper varieties including Number Seven, Taehu, and Sigyo (1575) for the <Comprehensive Chili Pepper Evaluation Meeting> held at the Yeongyang Chili Pepper Research Institute located in Yeongyang County.

The Agricultural Technology Center of Yeongyang County and the Yeongyang Chili Pepper Research Institute held this evaluation meeting to provide the necessary information to the chili pepper farmers to help them make better decisions on choosing the quality varieties to grow since there is not enough information on their characteristics. As many as 300 people including chili pepper farmers were invited to this event. Specifically, the meeting consisted of explanations given by a researcher from the Yeongyang Chili Pepper Research Institute on the characteristics of the red pepper varieties and instructions on how to repel pest insects in the chili pepper fields, and on-site evaluation on the chili peppers for testing by the institute, in addition to the comprehensive evaluation on this year's chili pepper cultivation by the Vegetable and Horticulture Department of the Agricultural Technology Center.

Many participants were given a chance to compare the red chili varieties from the Chili Pepper Research Institute with those from others, and Number Seven with Taehu, which are the chili pepper varieties of THE KIBAN, in person for their superiority in quality.

THE KIBAN, 在英阳2017年辣椒种植综合评估会上推出辣椒品种

8月10日，在位于英阳郡的英阳辣椒研究所举办的“辣椒种植综合评估会”上，THE KIBAN推出了“七号、太后、始交（1575）”等辣椒品种。目前在市面上销售的辣椒品种虽然繁多，但有关品种特性的信息却相对不足，导致种植辣椒的农户们在选择品种时存在诸多困难。为向农户提供必要的信息，英阳郡农业技术中心与英阳辣椒研究所举办了此次评估会，旨在为寻找优秀品种的农民提供帮助。本次评估会上，300多名种植辣椒的农户受邀参加，农业技术中心蔬菜园艺负责人综合评估了今年的辣椒种植状况，英阳辣椒研究所的研究员对辣椒品种特性与辣椒田防病虫害要领进行了说明，并对英阳辣椒研究所的试栽培品种进行现场评估。参与者们可以直接比较、确认英阳辣椒研究所与其他公司的辣椒品种以及THE KIBAN的辣椒品种七号与太后等，并亲自见证其优秀性。



01.

Eco-friendly "SOON & SOO" was started off by Key Dong-chun, President of the NOROO Paint Research Institute, with a people-oriented mindset. Even as artificial intelligence keeps evolving thanks to the advancement of technology, only humans are capable of being considerate to other humans. Paint with consideration- this is the way of NOROO Paint & Coatings.

环保涂料纯&秀始于NOROO涂料股份有限公司研究所所长寄东椿的“为民之心”。尽管人工智能技术与能力日趋完善，但为民之心却只能始于人心。承载心意的涂料，由NOROO涂料股份有限公司制造。



02.

The children at House of Peace were invited as special guests to the "MOOMIN Original Artworks Exhibition celebrating Finland's 100th anniversary of its independence" at Hangaram Design Museum of Seoul Arts Center (September 2 - November 26) a day before the official opening. Children bursting out into innocent laughter were the most appropriate guests to the Moomin exhibition.

即日起至11月26日，“芬兰独立100周年姆明原画展”在首尔艺术的殿堂Hangaram设计美术馆举行。而展览正式开放前一天，NOROO涂料股份有限公司邀请了特别的客人——和平之家的小朋友们。对于姆明家族来说，小朋友们欢快的笑容与清脆的笑声比任何知名人士的探访都显得更加特别。